

DEMAND BROADCAST CHANNELS AND CHANNEL PROGRAMMING BASED ON USER VIEWING HISTORY, PROFILING, AND REQUESTS

ABSTRACT OF THE DISCLOSURE

[92] A system and method for scheduling media for consumption via a demand broadcast channel based upon notifications received during user consumption of media. An embodiment of the present invention may employ notifications generated when users select media for consumption, to calculate one or more statistics. The statistics may be calculated and used by a media provider to schedule media into a demand broadcast channel in which the frequency of repetition or time of availability of the media is set according to a ranking of the relative frequency of requests for the media. The statistics may also be shared with a third party, to enable a third party media provider to arrange the scheduling of media availability according to the relative frequency of requests for the media.